

Does she have a maid?

Her lovely hands



say "Yes!"

But she would tell you the truth

If you were to meet Jean C—at a bridge party, you'd probably think, "Oh, there's a lucky one!" For her hands look as cool and smooth and pink—as if she had a maid and touched only dainty things.

Yet I happen to know, because Jean lives a block away from me, that she has her hands *full*—with two small youngsters, not to mention a husband and a home! In fact, the only help Jean ever has is a girl who comes in on the afternoons and evenings when Jean goes to a party.

Now—does this all sound like a fairy tale?

Well, it isn't. Jean's hands keep so nice because she protects them at work in exactly the same way that I do. And it's a way you can adopt easily, too! The whole secret is to work with a soap so pure and gentle that soap tasks are as gentle to your hands as beauty baths! I hope this means Ivory to you. For over 50 years Ivory has been America's favorite baby soap. Isn't this a wonderful proof how safe and gentle it is?

Every time I see a woman with a young and pretty face and rough, old-looking hands—I just ache to say something to her. For I know what is happening. She is using a strong "kitchen" soap that is robbing her hands of their soft tender youth and leaving lines and roughness and age instead. And all this useless waste is happening because she has made the

mistake of thinking that hard work needs a harsh soap.

The truth is—a gentle *rich* soap can do hard work, too!

If you'll try Ivory for everything, you will soon discover what it can do. Notice how beautifully Ivory washes your clothes and keeps dainty colors looking brand-new! Notice, too, how quickly Ivory cleans painted woodwork—yet it doesn't eat off the gloss as strong soaps will. Do you know that linoleum manufacturers recommend Ivory? They do, because Ivory's cleansing is gentle (not drying like strong soaps) and the linoleum lasts much longer.

So, you see, Ivory is economical in the long run, because it protects while it cleans. But, of course, it would be worth using if only because of its benefits to hard-working hands. Watch them respond to Ivory's care—how much smoother and whiter they become—how much easier they are to keep well-groomed. And then you'll agree with Jean and me, that it is mighty simple to have really nice hands!

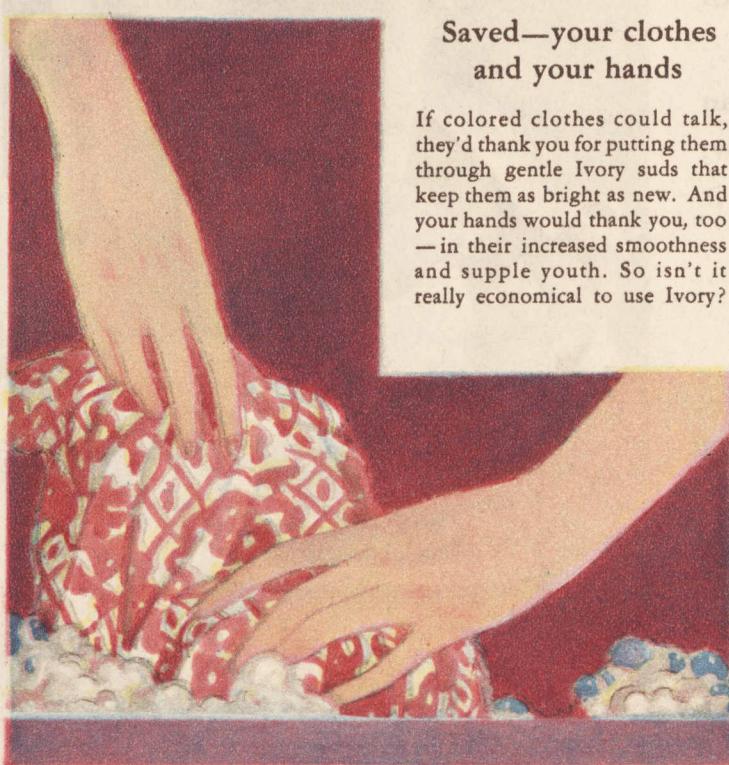
CATHERINE CARR LEWIS

Free: A little book on charm. What kind of care for different complexions? For hands, for hair? Write for "On the Art of Being Charming." Address Catherine Carr Lewis, Dept. 60-C8, Box 1801, Cincinnati, Ohio.

Good luck for dishwashing hands!

Three-times-a-day dishwashing with harsh stinging soap robs pretty hands of their youth. But when Ivory Soap or Ivory Flakes furnish rich suds in the dishpan, dishwashing becomes as gentle as a beauty-bath! And it seems, too, don't you think, to wash pretty china and sparkling glass with a fresh-scented, quick-rinsing soap?

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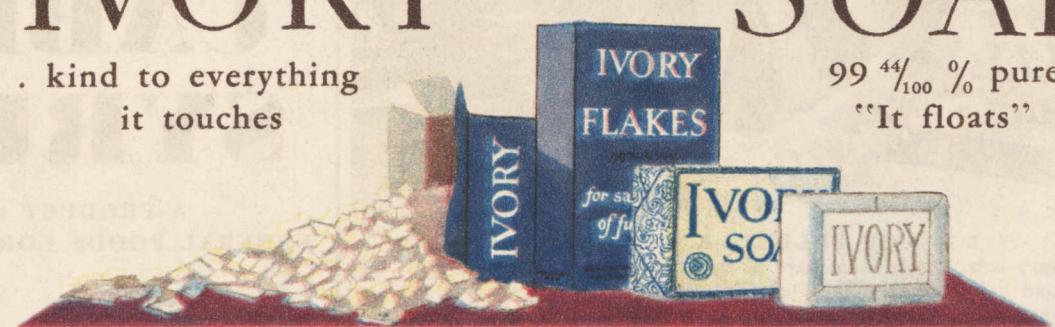


**Saved—your clothes
and your hands**

If colored clothes could talk, they'd thank you for putting them through gentle Ivory suds that keep them as bright as new. And your hands would thank you, too—in their increased smoothness and supple youth. So isn't it really economical to use Ivory?

IVORY SOAP

... kind to everything
it touches



IVORY SOAP

99 4/100 % pure
"It floats"

